

TvSCAN Petry-Ian

Elise Cloyd - 10/31/12 1:39 PM

# Broadcast Order/Confirmation

Grand Rapids-Kalmzoo-B.crk - MAYNOV Nielsen

## Qualitative Criteria: Release 1 2012 Apr11-Mar12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republicn and registered to vote in district of residence and always vote in presidential elections

Buyer Elise Cloyd Client Americans for Prosperity	Order Number 97 Campaign Est. 97 Flight Flight 1 11/01/12-11/06/12
Station WOOD Address	Agency Mentzer Media Services Inc Address 600 Fairmount Avenue Suite 306 Towson MD 21286

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
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3	NEWS8-DAYBREAK	Th-Fr 6:00a-7:00a	\$2,000	Nov01-Nov02	:60	2	--	--	--	1	1	--	4	\$500.00
3	TODAY SHW	Th-Fr 7:00a-9:00a	\$2,700	Nov01-Nov02	:60	2	--	--	--	1	1	--	5	\$540.00
2	NEWS 8 AT NOON	Th-Fr 12:00p-1:00p	\$2,000	Nov01-Nov02	:60	2	--	--	--	1	1	--	7	\$285.71
3	RACHEL RAY	Th-Fr 2:00p-3:00p	\$600	Nov01-Nov02	:60	2	--	--	--	1	1	--	2	\$300.00
1	NEWS 8 AT 5PM	Th-Fr 5:00p-5:30p	\$9,000	Nov01-Nov02	:60	2	--	--	--	1	1	--	9	\$1,000.00
1	NEWS8 AT 530PM	Th-Fr 5:30p-6:00p	\$10,000	Nov01-Nov02	:60	2	--	--	--	1	1	--	10	\$1,000.00
2	INSIDE EDITION	Th-Fr 7:00p-7:30p	\$5,000	Nov01-Nov02	:60	2	--	--	--	1	1	--	4	\$1,250.00
2	TONITE SHW-NBC	Th-Fr 11:35p-12:35a	\$3,000	Nov01-Nov02	:60	2	--	--	--	1	1	--	2	\$1,500.00
3	DATeline	Fri 10:00p-11:00p	\$4,000	Nov02-Nov02	:60	1	--	--	--	1	--	--	4	\$1,000.00
1	NEWS 8 SAT AM	Sat 7:00a-8:00a	\$4,000	Nov03-Nov03	:60	1	--	--	--	--	1	--	7	\$571.43
3	NEWS 8 AT 11PM	Sat 11:00p-11:30p	\$8,000	Nov03-Nov03	:60	1	--	--	--	--	1	--	7	\$1,142.86

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WOOD-NBC													
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP

2	NEWS 8 SAT AM												
	Sun 7:00a- 8:00a	\$4,000	Nov04-Nov04	:60	1	--	--	--	--	--	1	7	\$571.43
3	NEWS8-DAYBREAK												
	Mo-Tu 6:00a- 7:00a	\$2,000	Nov05-Nov06	:60	1	1	--	--	--	--	--	4	\$500.00
3	TODAY SHW												
	Mo-Tu 7:00a- 9:00a	\$2,700	Nov05-Nov06	:60	1	1	--	--	--	--	--	5	\$540.00
2	NEWS 8 AT NOON												
	Mo-Tu 12:00p- 1:00p	\$2,000	Nov05-Nov06	:60	1	1	--	--	--	--	--	7	\$285.71
3	RACHEL RAY												
	Mo-Tu 2:00p- 3:00p	\$600	Nov05-Nov06	:60	1	1	--	--	--	--	--	2	\$300.00
1	NEWS 8 AT 5PM												
	Mo-Tu 5:00p- 5:30p	\$9,000	Nov05-Nov06	:60	1	1	--	--	--	--	--	9	\$1,000.00
1	NEWS8 AT 530PM												
	Mo-Tu 5:30p- 6:00p	\$10,000	Nov05-Nov06	:60	1	1	--	--	--	--	--	10	\$1,000.00
2	INSIDE EDITION												
	Mo-Tu 7:00p- 7:30p	\$5,000	Nov05-Nov06	:60	1	1	--	--	--	--	--	4	\$1,250.00
2	TONITE SHW-NBC												
	Mo-Tu 11:35p-12:35a	\$3,000	Nov05-Nov06	:60	1	1	--	--	--	--	--	2	\$1,500.00

WOOD Totals	\$122,900	28	Reach / Frequency	154	\$798.05
Monthly	Nov 2012			71.3	2.2
Gross Cost	\$122,900.00				

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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